

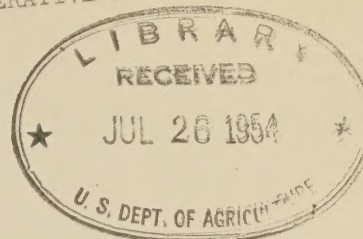
Reserve

UNITED STATES DEPARTMENT OF AGRICULTURE

DIRECTOR OF EXTENSION WORK

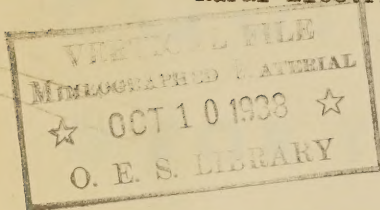
WASHINGTON, D. C.

DIVISION OF COOPERATIVE EXTENSION



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Circular Letter
Rural Electrification - No. 5



May 6, 1938.

TO STATE AND COUNTY EXTENSION WORKERS:

The Rural Electrification Administration has mailed the enclosed letter and the circular, "Lighting Equipment for the Farm and Farm Home," to its field staff and its project managers. Manufacturers who cooperate in the program are furnishing circular advertising similar sets of modern shaded lighting fixtures at prices in line with the sales advantages resulting from the extension of rural electric line service to scores of new customers in entire communities at one time. The customers may thus buy recommended types of lighting fixtures from their local dealers at a mutually satisfactory price level.

It should be noted that individual fixtures are priced as well as the sets, thus providing sufficient flexibility in selection to assure the expression of individual taste in furnishing the houses, and to allow for variations in numbers of rooms.

Extension workers, whether concerned with the R.E.A. lines or other rural electric lines, will be interested in this aid to farm families for the judicious selection and economic purchase of recommended home and farm lighting equipment. Some time may be required to make the program widely effective. New rural electric customers will appreciate the information that this manner of selection of electric lighting fixtures is becoming available.

Very truly yours,

A handwritten signature in cursive script, reading "C. W. Warburton".

C. W. Warburton,
Director of Extension Work.

Enclosures.

LIGHTING EQUIPMENT

● FOR THE FARM AND FARM HOME

THIS LEAFLET illustrates the latest approved types of low-cost lamps and fixtures which include the principle of shaded light. This is not a catalog. It is merely a collection of suggestions to assist in the selection of better lighting equipment for the farm and farm home. Consult with your local dealers and distributors to make certain that they handle low-cost fixtures of the types indicated

RURAL ELECTRIFICATION ADMINISTRATION

247-U-4-38

FOR THE FARM ➡

RLM DOME REFLECTORS direct the light downward where it is needed. They are made in many sizes by many manufacturers—12-inch diameter with 100-watt inside frost bulb is commonly used in farm outbuildings



SHALLOW DOME REFLECTORS are preferable for farm outbuildings having very low ceilings. They give wider spread of light downward but give less protection from glare than the RLM dome—12-inch diameter with 100-watt inside frost bulb is commonly used

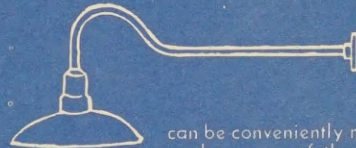
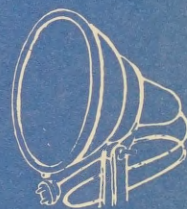
BOWL REFLECTORS in several sizes to fit 75-to-200-watt bulbs are useful where intense light is needed for close work. They are usually hung directly over workbenches and similar places where light is most needed



ANGLE REFLECTORS may be mounted on the wall of a building, either inside or outside, to concentrate the light in one direction. Sizes to fit 75-to-200-watt bulbs are available

The above reflectors may be had in vaporproof units with a heavy glass globe which protects the bulb from breakage and eliminates igniting dust or chaff. Note the filter for attaching each reflector to the socket

HANDY FLOODLIGHTS are useful for out doorlighting of anything from a roadside stand to a lawn party. These practical and decorative lights are available in 100- and 200-watt sizes with 4 feet of weatherproof cord and doors having clear, red, blue, green, and amber glass



BRACKET LIGHTS made of a weatherproof reflector and a conduit gooseneck

can be conveniently mounted on a yard pole or the corner of the house or barn. Care should be taken to have the assembly weatherproof and mounted at least 15 feet above the ground

A **REEL OR PULLEY** to handle an extension cord greatly increases the convenience of a portable light in the barn, silo, or workshop. The light can be raised or lowered easily without damaging the cord



SOCKETS OR LAMP HOLDERS for use in outbuildings should be made of porcelain to protect against corrosion, shock, and fire. Since reflectors improve your lighting, your sockets should be the type to which a reflector can be attached

FOR THE HOME ➡

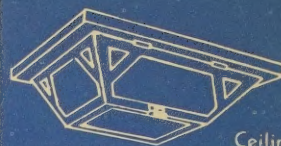
FRONT PORCH



Decorative ceiling globe
60-watt bulb—
about \$1.50



Lantern* for wall or ceiling
60-watt bulb—
about \$2.25

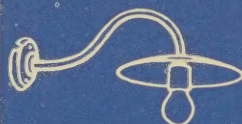


Ceiling lantern
two 40-watt
bulbs—about \$3

BACK PORCH



Plain glass globe
60-watt bulb—
about 50 cents



Weatherproof-
Bracket light—
100-watt bulb—
about \$1.35



Opal ceiling globe
60-watt bulb—
about \$1.25

HALLWAYS



Glass lantern-
shaped shade
60-watt bulb—
about 50 cents



Modern dome light
two 60-watt bulbs—
about \$2.75

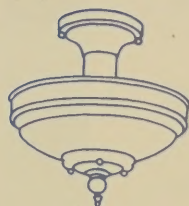


Decorative ivory globe
75-watt bulb—about \$5

LIVING ROOM



Indirect
100-150-watt
silver bowl
bulb—about
\$1.25



Indirect
at least
100-watt
bulb—
about \$6.50



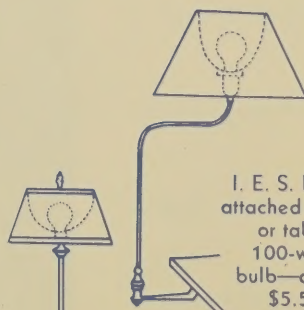
Uses
Four 40-watt
bulbs—about
\$10



I. E. S. Junior
Floorlamp
(for 3-lite bulb—
about \$6) for
100-watt
bulb—about \$5



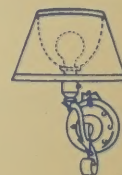
I. E. S. Study
and Reading
Lamp
100-watt
bulb—
about \$2



I. E. S. Lamp
attached to desk
or table
100-watt
bulb—about
\$5.50

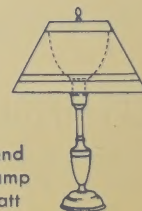


I. E. S.
three-lite
floorlamp
100-200-
300-watt
bulb—
about \$7



Pin-it-up
with
diffusing
bowl
75-watt
bulb—
about
\$4

I. E. S. three-lite
floorlamp
100-200-300-
watt bulb—
about \$10

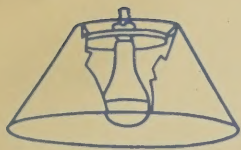


I. E. S. end
table lamp
100-watt
bulb—about
\$6

LOWER PRICE

MEDIUM PRICE

UPPER PRICE



Indirect
100-150-watt silver
bowl bulb—about
\$1.70



Pendant fixture for five
40-60-watt bulbs—
about \$9



Three-lite indirect
100-200-300-watt
bulb—about
\$14



Glass diffusing globe
10 to 12 inches in di-
ameter for 100-200-
watt bulb—about,
\$1.75



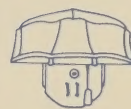
Opal glass diffusing
globe 8 to 12 inches in
diameter for 75-200-
watt bulb—about \$2



Glass diffusing globe
8 inches in diameter—
75-watt bulb—about
\$1.25



Crystal top diffusing globe
75-200-watt bulb—about
\$3.50



Shaded bracket
60-watt bulb—
about \$2



Keyless Socket
Porcelain—
about 25 cents each



Keyless Socket
Porcelain—
about 25 cents each



Keyless Socket
Porcelain—
about 25 cents each



Indirect 100-watt
silver bowl
bulb—about
75 cents



Painted glass globe
75-watt bulb—
about \$1.25



Ceiling
fixture
75-watt
bulb—
about
\$3.75

Pin-it-up
with cone diffuser
75-watt bulb—
about \$1



Pair of pin-it-ups
75-watt bulb—
about \$3



Pin-it-up
with diffusing bowl
75-watt bulb—
about \$3.50



Pair
vanity
lamps
60-watt
bulbs—
about
\$2.50
a pair



Opal ceiling globe
75-watt bulb—
about \$1



Crystal top
diffusing globe
ceiling
100-watt
bulb—about
\$2.25



Wall bracket for 60-watt
bulb—about
\$5 a pair

LOWER PRICE

MEDIUM PRICE

UPPER PRICE

DINING ROOM

KITCHEN

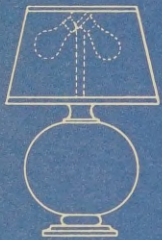
CLOSETS-CELLARS

BED ROOM

BATH ROOM

MODERNIZERS - - -

FOR THIS OLD LAMP



A converter like this with 100-watt bulb turns old lamps into new—about \$2.50

FOR THIS



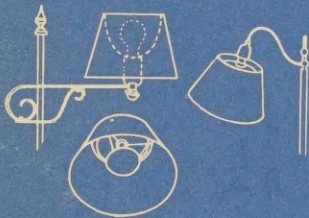
For bulbs (40–60 watts) burned base down—The Candle-ette with a bowl underneath each small shade—about 85 cents each

AND THIS



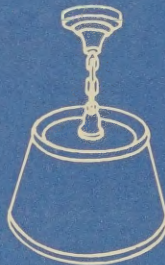
For bulbs (40–60 watts inside frost or silver bowl) burned base up—individual cones—about 15 cents each

FOR THIS GLARING BRIDGE LAMP

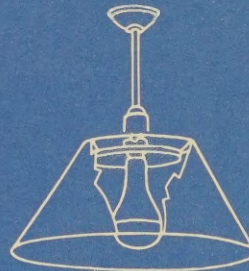


An adapter as shown or a silver bowl bulb (75 or 100 watts) and shade with reflector top (about \$1) or a bridge shader combining the advantages of a good shade and a diffuser—about \$1.50 to \$3.50

FOR THE DINING ROOM



LEFT—Attractive modern indirect lighting fixture—parchment shade—about \$4. Complete with hanger about \$6



RIGHT—Indirect lighting for about \$2—with this 150-watt silver bowl bulb underneath a broad shade with reflector top

FOR THIS UNSIGHTLY FIXTURE



TRY

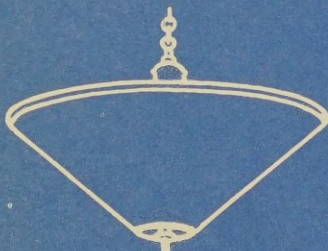


OR
A PARCHMENT DRUM

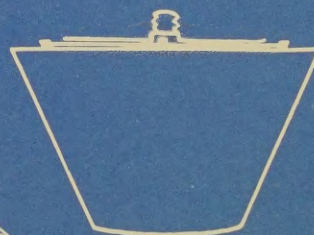
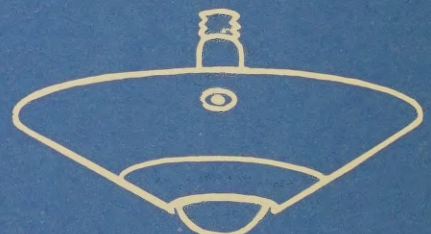


Small individual shades (10 to 50 cents each) to cover the bulb (25 or 40 watts) or a parchment drum to cover the whole fixture—about \$4

FOR DROP CORDS AND BARE CEILING LAMPS



These fixtures are easy to install. Screw them into a light socket just like any lamp bulb. Those in parchment and plastic are attractive and well designed to provide good lighting very inexpensively—from 25 cents to \$3.50.



RURAL ELECTRIFICATION ADMINISTRATION

2000 MASSACHUSETTS AVENUE

WASHINGTON

MEMORANDUM to Utilization Division Field Representatives:

A NEW SOLUTION TO THE LIGHTING PROBLEM

The Problem

Difficulty has been experienced in purchasing lighting fixtures which are attractive and give good lighting results even though the purchaser might be willing to pay relatively high prices. It has been much more difficult to purchase such fixtures at low cost, especially in rural areas. At the same time we know that low cost, efficient and attractive fixtures are available if you know where to go for them. Extensive research has been conducted by many agencies interested in this field. While low cost fixtures have been discovered which are suitable for installation in various rooms of the home, in very few instances have we found manufacturers equipped to supply the complete home with such fixtures. One manufacturer might make suitable equipment for a few rooms but in order to outfit the entire house it might be necessary to purchase from several manufacturers. This made it difficult for the dealers and contractors to meet the needs of the rural market. The first part of the problem, therefore, was to convince manufacturers of possibilities involved if they were to manufacture a complete line of fixtures suitable for the entire farm home.

The second part of the problem involved the manufacturers' approach to the farm market. Rural electrification is relatively new and progressing with great rapidity. Manufacturers had not had time to properly analyze this new market and had relied on methods commonly in use in metropolitan centers. That these methods were not satisfactory is evidenced by the fact that in many homes no fixtures were installed but drop cords were used. In the city districts a relatively small proportion of the population is in the market for fixtures. On REA-financed projects, however, all the members are prospective purchasers. A city dealer might have to carry a large expensive stock with a slow turnover. A dealer serving a newly-electrified rural area can carry a smaller stock with a rapid turnover. A new market has been created without expense to dealer or manufacturer. Because of these facts, many manufacturers

felt that some of the savings involved in adopting new methods should be passed on to the farmer.

Consideration was also given to the manner in which the manufacturers' products were presented to the farmer and his family. The general type of catalogues and descriptive literature usually available did not seem sufficient. It seemed desirable to show the farmer that for a certain amount he could light the entire house. This can be most effectively done by offering to the farmer special combinations of fixtures for the entire house in a packaged presentation. If he does not want to buy the fixtures included in the package he has gained an idea of the relative value of fixtures on which to base his judgment as to the desirability of purchasing other types of lighting equipment.

Solution

With the above factors in mind, many conferences were held with manufacturers at which time were discussed the problems involved in adequately serving the rapidly expanding rural market.

Many of those who did not manufacture a complete line of low cost fixtures agreed to augment their lines with suitable devices. A large number of manufacturers said they could outfit a typical six-room house with good shaded lighting fixtures for a cost to the consumer of less than \$20.00. These manufacturers are preparing folders showing fixtures in three price groups, the lowest of which will be less than \$20.00 to the customer. Two of these folders are attached. As rapidly as others are developed they will be sent to you. Attached you will also find a copy of the letter which is being sent to project superintendents.

Material reductions in cost have been made to the farmer. But manufacturers have advised us that the distributors and dealers will receive a reasonable profit.

The Extension Service of the U. S. D. A. has expressed a definite interest in this development and a notification will be sent to all county agents, home demonstration agents, and State workers interested in rural electrification.

Comments

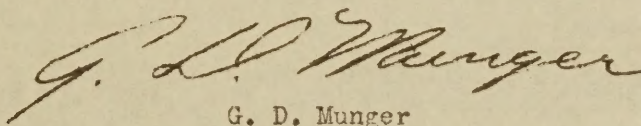
When field representatives are trying to see that dealers handle low cost lighting fixtures, they will no longer have to discuss individual items made by a variety of manufacturers. They can now show the folders describing the special combinations of fixtures. In those areas where it is necessary to find new outlets for fixtures,

these folders will show the potential dealer that it is not necessary to order a large, expensive stock, part of which may be difficult to sell. A few of the packages may start him in business. Field representatives should endeavor to see that low cost lighting fixtures are available in all our project areas.

The new package presentation idea should be very helpful in your lighting demonstrations. In those areas where these fixtures are available, the new plan should be discussed in the demonstrations.

A new lighting folder has been prepared by REA and is now in the process of being printed. Copies should be in your hands within a week. This folder, which describes the various types of fixtures suitable in the home and on the farm, can be furnished to the projects for mailing to their customers.

The plan described in this memorandum involves some changes in the methods used by existing fixture dealers. The manufacturers are endeavoring to line up dealers. One manufacturer's sales manager, who is now promoting the idea, reports very gratifying results. It should be borne in mind, however, that the mere announcement of the plan does not mean that it will automatically become effective in all places immediately. It will take a little time. The benefits, however, to customers of REA financed projects will be so great that you should see that the plan is put into effect wherever possible.


G. D. Munger

Attachments

